

ISSUES REPORT
FOX 17 WXMI 4th QUARTER
October 1, 2006 – December 31, 2006

Listing of issues and some “Fox 17 News At Ten” & “Fox 17 Morning News” stories designed to focus on these issues.

1. ARTS & CULTURE:

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|----|--|----------|------|------|
| A. | “Broadway Theatre Plea” | 10/02/06 | 2:10 | 10pm |
| | Local Guild that brings Broadway shows to Grand Rapids is pleading for community support so that it can continue. | | | |
| B. | “Playstation 3 Lines” | 11/15/06 | 2:25 | 10pm |
| | Eager gamers line up in the freezing cold to get one of 400,000 Playstation 3 consoles going on sale now. Many want to sell the consoles on eBay for profit, as only the limited number will be available before 2007. | | | |
| C. | “Film Tax Incentives” | 12/18/06 | 1:55 | 6am |
| | State lawmakers have passed a package of tax breaks for those who want to make films in Michigan. We take a look at expectations that lawmakers and film promoters have for the new incentives. | | | |

2. CRIME & SAFETY:

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|----|--|----------|------|------|
| A. | “GR Violence Meeting” | 10/12/06 | 2:00 | 10pm |
| | Community members gather to brainstorm ways to curb rash of shootings on city’s southeast side. Small turnout will not deter effort. | | | |
| B. | “Holland Church CSC” | 11/28/06 | 2:10 | 6am |
| | Church volunteer facing charges for sexually assaulting a 9-year-old girl during a church function now accused of molesting a 7-year-old girl in 2005. | | | |
| C. | “Fire Dangers” | 12/09/06 | 2:30 | 10pm |
| | Winter brings increased danger of house fires and we’ve had a rash of them so far this season. We take a look at ways to prevent house fires and how to be prepared so that it’s not as devastating if it does happen. | | | |

3. DRUGS & ALCOHOL:

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|----|--|----------|------|------|
| A. | “Smoking Ban Vote” | 10/17/06 | 2:20 | 10pm |
| | GR City Commission votes to ban cigarette smoking in most places that are open to the public. This does not affect bars and restaurants. | | | |
| B. | “Zeeland Booze Preview” | 11/05/06 | 2:15 | 10pm |
| | Voters in Zeeland will be asked to change a 100-year-old law that prohibits the sale of alcohol. | | | |
| C. | “Grandville First Booze” | 12/11/06 | 1:55 | 6am |

We head to the city of Grandville for the first Sunday that beer and wine is allowed to be served in bars and restaurants. Voters approved the ballot proposal in November. Bar and restaurant owners couldn't be happier.

4. **ECONOMY:**

- A. "South Haven Development" 10/13/06 2:30 6am
Developer wants to turn abandoned warehouse in South Haven into resort with hotel, condos and water park. There is potential for 700 new jobs. This project was eventually denied.
- B. "Black Friday Local Shopping" 11/24/06 2:10 10pm
We catch up with early-morning shoppers hoping to get great deals on the day after Thanksgiving, "Black Friday," when retailers' profits traditionally cross over "into the black" for the year.
- C. "Creston Revitalization" 12/23/06 2:05 10pm
Creston Neighborhood Association working with neighborhood businesses, as well as a local architecture and design firm on ways to revitalize the area economy.

5. **EDUCATION:**

- A. "GRPS Board Meeting" 10/16/06 2:15 10pm
Board members discuss recent incident at Ottawa Hills High School where a student fired a gun.
- B. Kalamazoo Promise Anniversary" 12/06/06 2:20 7am
It's been one year since Kalamazoo Public Schools promised free college tuition to all graduates (4-year free ride for students who attended 12 years, prorated from there). We take a look at how its changed lives as the community prepares to mark the anniversary with a week-long schedule of events.
- C. "Michigan Promise" 12/22/06 2:20 10pm
State of Michigan offers new scholarship program where each high school graduate will receive \$4,000 toward any college in Michigan. Students with poor test scores would have to complete two years of college first to qualify.

6. **EMPLOYMENT:**

- A. "Autodie New Owners" 11/14/06 2:05 6am
GR-based Autodie International was set to shut down unless it found a buyer, which it did. Mercedes-Benz Tech is taking over, saving more than 200 jobs.
- B. "Holiday Jobs Outlook" 11/21/06 2:15 7am
Plenty of competition this year for fewer holiday jobs.
- C. "Prison Jobs Fair" 12/11/06 2:15 10pm

Preview of a jobs fair to be held in Muskegon Heights for 700 openings in Michigan state prisons.

7. **ENVIRONMENT:**

- A. "Wild Fall Weather" 10/04/06 2:25 10pm
Small tornadoes, waterspouts over Lake Michigan, large hail, frequent lightning, damaging winds and lots and lots of rain. It's been a September for the weather record books.
- B. "Bucket Stuck Deer" 11/10/06 1:55 7am
Neighbors in a local subdivision trying to save a deer that has a Halloween jack-o-lantern plastic candy bucket stuck on its snout. The state DNR has refused to intervene and wildlife experts are trying to tranquilize the deer to get the bucket off so it doesn't starve. Eventually, this story would have a happy ending after the bucket fell or worked its way off on its own.
- C. "Firearm Deer Season" 11/13/06 2:05 6am
Firearm deer season in Michigan starts in two days. We preview expectations for this year's take.

8. **DIVERSITY/ ETHNIC/ MINORITY:**

- A. "Proposal Two Preview" 11/02/06 2:50 10pm
Proposal Two on the Michigan ballot seeks to ban affirmative action programs at state-funded schools or for government contracting or hiring. The proposal would go on to pass with 58 percent of the vote.
- B. "Street Name Controversy" 11/21/06 2:20 10pm
City of Portage considers changing the name of Amos Street because it runs parallel to Andy Street, one block away. The concern is that the name Amos is degrading because of the 1920's radio show called "Amos and Andy" which featured two white comedians who mimicked African Americans. The proposal to change the name failed due to concerns over cost.
- C. "Proposal Two Fight" 12/06/06 2:25 7am
Grand Rapids Mayor George Heartwell urging city commissioners to vote in favor of a court challenge to the ban on government affirmative action programs passed by state voters in November.

9. **FAMILY:**

- A. "Family Resource Center" 10/03/06 2:10 10pm
Family Resource Center is a state program designed to improve at-risk students by supporting them and their families. They are placed right in schools, including six in Muskegon County.
- B. "One More Day for Kids" 12/02/06 3:35 10pm
Couple with two children with severe medical problems holds fund raiser to benefit DeVos Children's Hospital which provided excellent care and support to the family.

- C. "Adoption Day" 12/15/06 2:05 7am
Kent County holds 10th annual "Adoption Day," creating new families for 85 kids just in time for the holidays.

10. **GOVERNMENT RESPONSIBILITIES:**

- A. "Coast Guard Shooting Hearing" 10/18/06 2:45 10pm
U.S. Coast Guard holding hearings to get public comment on its policy of live ammunition weapons firing in terrorist training missions on the Great Lakes.
- B. "Prop 4 Eminent Domain" 11/03/06 2:50 10pm
Preview of Michigan's Proposal Four, which asks voters to prohibit the government from being able to transfer private property to another private party for economic development or increasing tax revenue. The proposal would go on to pass with 80 percent of the vote.
- C. "BC Police Assault" 12/19/06 2:05 6am
Battle Creek Police Department investigating two officers after the beating of a motorist during a traffic stop was caught on the police car dash-cam.

11. **HEALTH CARE:**

- A. "DeVos Children's Hospital" 10/03/06 2:25 10pm
Groundbreaking for new state-of-the-art children's hospital set to open in 2010. We look at what makes it so cutting edge.
- B. "Perrigo Drug Recall" 11/09/06 1:45 10pm
Local drug maker Perrigo recalling 11-million bottles of acetaminophen caplets sold under generic brand names after some bits of metal were found in samples.
- C. "St. Mary's Redesign" 12/20/06 2:05 6am
Local hospital, Saint Mary's Mercy Medical Center, plans major redesign that will impact entire surrounding neighborhood. Plans include more green space, and mixed use on campus including retail and housing for medical students.

12. **HOUSING/ HUNGER:**

- A. "Beauty From Ash Westown" 10/04/06 2:00 10pm
Housing group has rebuilt neighborhood plagued by arson. We preview an upcoming home tour of the remodeled homes.
- B. "Greenville Food" 11/07/06 2:15 6am
Food pantry in Greenville begging for donations after Electrolux shutdown has created state-high unemployment (12 percent) in Montcalm County.
- C. "Homeless Awareness" 12/09/06 2:35 10pm
Woman who works at GR homeless shelter decides to spend 24 hours on the street and document her experience to raise awareness.

13. **SPECIAL PROGRAMMING:**

Our news coverage features a unique “franchise” segment for each weeknight (and the following weekday morning). Below is an example from each segment:

- A. “Consumer Hard Drive: Online Job Scam” 10/09/06 2:45 10pm
In our Monday (and Tue. a.m.) consumer segment we warn people about a website that offers work from home opportunities; but one woman who signed up had her personal information stolen and her bank account drained.
- B. “Tech Trends: Cars” 10/25/06 1:55 6am
In our Tuesday (and Wed. a.m.) technology segment we look at new technology being considered by automakers for future vehicles.
- C. “Back Story: Thanksgiving Dinner” 11/22/06 2:00 10pm
In our Wednesday (and Thu. a.m.) segment exploring the history of local people, places and things we find out what it takes to put on the annual Thanksgiving dinner in Grand Rapids for 1,500 people.
- D. “On Campus: Chemical Detection” 11/24/06 1:40 6am
In our Thursday (and Fri. a.m.) college life segment we feature a plan by some WMU chemistry students to develop a cell phone that can detect a chemical poisoning.
- E. “Best of the Web: Military Blogs” 12/01/06 1:25 10pm
In our Friday (no a.m.) websites segment we look at the best blogs from members of the military.
- F. “West MI’s Most Wanted: Charles Johnson” 12/04/06 1:50 7am
In our Saturday (and Monday a.m.) crime fighters’ segment we profile an unsolved murder outside a SE Grand Rapids gas station.
- G. “GR Business Journal: Dune Protection” 12/11/06 2:00 6am
In our Sunday (and Mon. a.m.) partnership with the “Grand Rapids Business Journal” we report the Meijer company’s donation to and partnership with the Nature Conservancy for protecting Michigan’s shorelines from invasive plant species.

14. **YOUTH & ELDERLY:**

- A. “Youth Center Push” 10/30/06 2:05 6am
Concerned Citizens Council is a Grand Rapids group working to bring a youth center to the southeast side. The group has been working since 2000 and is finally close to getting the land it needs for the center.
- B. “Missing 7-11 Boy” 11/22/06 2:30 10pm
7-year-old boy wanders away from apartment in huge complex, gets lost wearing only a t-shirt, shorts and tennis shoes in the cold weather. The child was spotted on a 7-11 store surveillance camera, but ran off. He was eventually found by tracking dogs huddled in the hallway of another apartment building.
- C. “Bike Giveaway” 12/23/06 2:20 10pm

A group called, “Elves and More” surprises a Grand Rapids neighborhood by giving away 1,000 bikes to young residents. It’s the second year for the holiday give-away, with a different neighborhood targeted.

COMMUNITY ISSUES /PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 4th Quarter
October 1 – December 31, 2006

Listing of some of the Public Service Announcements aired. The Public Service Announcement list is updated quarterly and the PSAs run in rotation.

1. ARTS & CULTURE:

A.	Enjoy The Arts	:30	10/1-12/31
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2. CRIME & SAFETY:

A.	Bully Hotline	:25/:30	10/1-12/31
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B.	The Jungle Educates children on online safety tips	:30	10/1-12/31
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C.	Protect Yourself	:15	10/1-12/31
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3. DRUGS & ALCOHOL:

A.	MAB/For The Kids	:30	10/1-12/31
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B.	Meth Baby	:30/:60	10/1-12/31
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C.	Right Choices	:30	10/1-12/31
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4. EDUCATION:

A.	Born Learning	:30/:15	10/1-12/31
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B.	Blowfish/Jonesy Kitty/ Sock Encourages after school involvement to kids	:30	10/1-12/31
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C.	MAB/Javonte School of Choice	:30	10/1-12/31
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D.	Heroes Honors teachers and mentors	:30/:60	10/1-12/31
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E.	Raise Your Hand Encourages people to help their public schools	:30	12/20-12/31
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5. FAMILY:

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| A. | Pick Me
Encourages adoption | :30 | 10/1-12/31 |
| B. | MAB First-Honest
Encourages planning for children | :30 | 10/1-12/31 |

6. HEALTH & FITNESS:

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| A. | MAB/Sex Can Wait | :30 | 10/1-12/31 |
| B. | Grandpa, Bulls Eye
Childhood Obesity Prevention | :30/:15 | 10/1-12/31 |
| C. | Birds
Mental Health Awareness | :30 | 10/1-12/31 |
| D. | JDRF Imagine
Juvenile Diabetes Research Foundation | :30 | 10/1-12/31 |
| E. | American Heart Association | :30 | 10/1-12/31 |
| F. | Something Dangerous
Paint/Lead poisoning awareness | :30 | 11/28-12/31 |

7. HOUSING/ HUNGER/ASSISTANCE:

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| A. | Mel Trotter PSA
Local organization that serves the disadvantaged | :30 | 10/1-12/31 |
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8. OTHER:

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| A. | Appreciation
Teaches gratitude and appreciation to children | :60/:30/:20/:15 | 10/1-12/31 |
| B. | Dreaming
Encourages children to follow their dreams | :60/:30/:20/:15 | 10/1-12/31 |
| C. | The Race
Encourages children to lend a helping hand to the disabled | :60/:30/:20/:15 | 10/1-12/31 |
| D. | Cafeteria
Promotes friendship in pre-teens | :30 | 10/1-12/31 |
| E. | USO PSA | :90 | 10/1-12/31 |

F.	MAB/Enough-Lake Pollution	:30	10/1-12/31
G.	MAB/Own Word Speak up in your community	:30	10/26-12/31
H.	MAB/Birthday Respect senior citizens	:30	11/5-12/31

FOX 17 ON-AIR TALENT APPEARANCES
4th Quarter 2006

FOX 17 makes an attempt to be involved in community events by having FOX 17 News on-air talent involved. The following lists some of the appearances made by news talent during the fourth quarter of 2006.

DATE	TALENT	EVENT
10/6, 10/13, 10/20	Tim Doty Brent Ashcroft	H.S. Football Game of the Week
11/4	Amy Turner Jon Shaner	Kalamazoo Holiday Parade
11/18	Amy Turner Jon Shaner	Jaycees Parade
11/21	Michele DeSelms Christian Frank Peter Chan	Meijer Christmas Gala

FOX 17 Special Projects
4th Quarter 2006

McDonald's High School Scholar Athlete of the Week

FOX 17 continued its community service project commitment with McDonald's Restaurants throughout the 4th Quarter of 2006. McDonald's High School Scholar Athlete of the Week recognizes high school student athletes who excel in the classroom, on the playing field, and in their communities throughout West Michigan. A :30 spot airs in rotation throughout the day encouraging viewers to visit wxmi.com to nominate an athlete.

Each Monday night an athlete is profiled during "FOX 17 NEWS AT TEN" and on FOX 17's web site. Scholar athletes receive a framed McDonald's Scholar Athlete of the Week certificate as well as \$10 worth of McDonald's gift certificates.

On Air Schedule

October 1- December 31, 2006 (:30 Spot & Online)

FOX 17 Student News

FOX 17 partners with West Michigan area high schools, colleges, and universities to create and air “FOX 17 Student News”. Participating schools plan, write, produce, and tape a 28 minute public affairs program. The topics are chosen by students and deal with issues that many young people face today. The goals of this project are to provide interesting and unique programming to our community and to encourage and develop the broadcasting and media professionals of tomorrow. A :20 PSA ran promoting the upcoming Sunday’s segment.

On Air Schedule

We promote each airing of “FOX 17 Student News” one week leading up to the on-air date.

“FOX 17 Student News” 4th Quarter Airings

<u>Date</u>	<u>Time</u>	<u>School</u>	<u>Topic</u>
October 8	6a	Northview High School	Choices – K/12 & Beyond
November 12	6a	Coopersville High School	Various Teen Issues

FOX 17 Careforce Community Calendar

Throughout the 4th Quarter of 2006 FOX 17 continued our commitment to non-profit organizations throughout the community by maintaining our “FOX 17 Careforce Community Calendar”. The community calendar is a way for local organizations to have their charitable events publicized at no charge. FOX 17 runs spots promoting the Community Calendar, both as a place to post your event and as a place to go to when you’re looking for a positive community event to get involved in. The “FOX 17 Careforce Community Calendar” is updated monthly and featured on our website.

On Air Schedule: October 1 – December 31 (:30 Spots & Online)

FOX 17 Fit Kid

This is a new community based project we kicked off in the 4th Quarter of 2006. We teamed up with Spectrum Health to provide parents with information on keeping their kids fit and healthy. The project officially started at the beginning of November and is currently scheduled to run through July of 2007. The following are the monthly topics we focused on in the 4th Quarter of 2006:

- November – Preventing & Dealing with kids with the flu
- December – Winter sport safety with a particular emphasis on wearing helmets

On Air Schedule: November 1 – December 31 (:30 Spots & Online)

FOX 17 High School Blitz Game of the Week

During the 4th Quarter of 2006 FOX 17 continued its support of local High School athletics by designating a High School football game as our official, “Blitz Game of the Week”. We sent staff & on-air talent to the games and handed out free spirit towels to the fans as well as executing a register to win for other items such as stadium blankets and seats. The following is a list of schools we visited in the 4th Quarter of 2006:

- October 6 – Forest Hills Eastern
- October 13 – Wayland High School
- October 20 – Grand Rapids Christian

On Air Schedule: October 1 – October 20 (Featured in news & Online)

FOX Flix

In the 4th Quarter of 2006 we were pleased to be able to offer approximately 400 free tickets to family friendly movies as part of our FOX Flix promotion. Viewers were instructed via a promotional spot to log on to our website and enter to win passes to a sneak preview of a film. During the 4th Quarter of 2006 we featured 2 family friendly movies and the results were a record number of entries for each film.

- “Barnyard” – October 6
- “Charlotte’s Web” – December 20

On Air Schedule: October 1-6 & December 6-15 (:20 Spots & Online)